



National Trust *for*  
Historic Preservation



# ***Music Row Cultural Industry District Summit***

**October 6, 2016**

# Summit Hosts

- Music Row Neighborhood Association
- Metro Planning Department
- Metro Historical Commission
- National Trust for Historic Preservation

# Thanks to partners and sponsors



# Introductions



# Goals of Today's Meeting

- Discuss program options
- Determine feasibility and plan steps toward implementation

# Ground Rules for Participation

- Respectfully present your point of view.
- Respectfully listen to others' points of view.
- Keep comments brief to allow time for everyone to share ideas or observations.
- Remember we are here because we all care about Music Row's legacy and its future.



# Music Row Planning Process

## January 2015

Music Row designated a National Treasure by the National Trust for Historic Preservation

## February 2015

Planning Commission places pause in rezoning properties pending further study

## April 2015

National Trust begins documenting history of Music Row

## October 2015

National Trust releases draft report of findings

## October 2015

Planning Department begins Music Row Detailed Design Plan process

## October 2015- June 2016

Planning Department holds five public meetings for planning

## January – April 2016

National Trust and Randall Gross Development research and prepare recommendations

## May 2016

*"A New Vision for Music Row"* recommendations report released

## June 2016

Metro Planning releases draft Music Row Detailed Design Plan and proposed Music Row Code



# Guiding Principles for Music Row Planning

1. Preserve Music Row's character.
2. Reuse of existing buildings.
3. Manage tourism.
4. Encourage creativity and collaboration.
5. Preserve and enhance the streetscape.





# Research and Recommendations

NPS Form 10-900-b  
(June 1991)

United States Department of the Interior  
National Park Service

## National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions, *Property Documentation Form* (National Register Bulletin 16B). Complete each item by entering the requested information on the continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

☒ New Submission ☐ Amended Submission

### A. Name of Multiple Property Listing

Historic Music Industry Resources, Nashville, Davidson County, Tennessee

### B. Associated Historic Contexts

Historic Resources on Music Row, 1954-1989



## *A New Vision for Music Row: Recommendations and Strategies to create a Music Row Cultural Industry District Nashville, Tennessee*



National Trust for  
Historic Preservation  
*Save the past. Enrich the future.™*

May 2016

# APA Observes the Creative Economy Can:

- improve a community's competitive edge
- create a foundation for defining a sense of place
- attract new and visiting populations
- integrate community and business leaders visions
- contribute to the development of a skilled workforce



How the arts and culture sector catalyzes economic vitality

David J. Murray

Terms such as “creative economy,” “creative class,” and

ARTS AND CULTURE BRIEFING PAPERS 05

# Four Key Attributes of Music Row



# 1. Music Row Is A Community

- Formation of MIC and MRNA
- Hundreds attended rallies, announcements, public meetings, participated in surveys and oral history project





## 2. Music Row's Built Environment Is Crucial to its Culture

- Old and new buildings mixed together create a unique landscape
- Neighborhood setting - proximity promotes creativity



### 3. Music Row Has Over 200 Music-Related Businesses

- recording studios
- music publishing/media
- union halls
- record label/association headquarters
- professional services offices
- broadcast radio stations
- housing facilities



## 4. Music Row Is Unique In Its History, Built Environment and Culture

There is no  
other place  
like  
Music Row –  
*anywhere.*

Chamber study recognizes:

...the completely unique role of Music Row as the core geographic locale in Nashville where the modern music industry was born....

...Few cultural districts have so significantly developed in a unique geographic zone and so vitally shaped a worldwide trend.

*“Nashville Music Industry: Impact, Contribution and Cluster Analysis,”  
Music City Music Council, Nashville Chamber of Commerce*



# **Music Row Cultural Industry District: The Vision**

**The Music Row Cultural Industry District is a unique music industry cluster that is the foundation of Nashville's internationally known Music City brand. Within the Music Row Cultural Industry District, music industry stakeholders partner to design new plans that honor Music Row's historical legacy, elevate awareness of the industry's impact on Nashville's economy, and plan for a future that encourages preservation of the area's character and continues to nurture and support the music industry.**

## *Why the Old Places of Music Row Matter*



# Why Old Places Matter --

## Why Do Old Places Matter? An Introduction

Posted on: November 13th, 2013 by Tom Mayes | [11 Comments](#)

*The Eternal City—what better place to find answers to the question: Why do old places matter? Tom Mayes, a 2013 Rome Prize winner in Historic Preservation from the American Academy, is in Rome these days and is contributing a series of posts about his experiences and research. Join us for his periodic essays and add your thoughts to the discussion.*

People like old places. They like to live in places like Ghent, in Norfolk, Va., and Logan Circle in Washington, D.C. They like to live in old houses—in white farmhouses in Vermont, brick mansions in Virginia, and in Arts and Crafts bungalows in Los Angeles. People like to visit old cities for vacation. They like Santa Fe, Provincetown, Mendocino, and Saugatuck. They like Rome, New York, Paris, and Kyoto. They like Brooklyn and Charleston and thousands of towns and cities and countrysides across America and throughout the world.



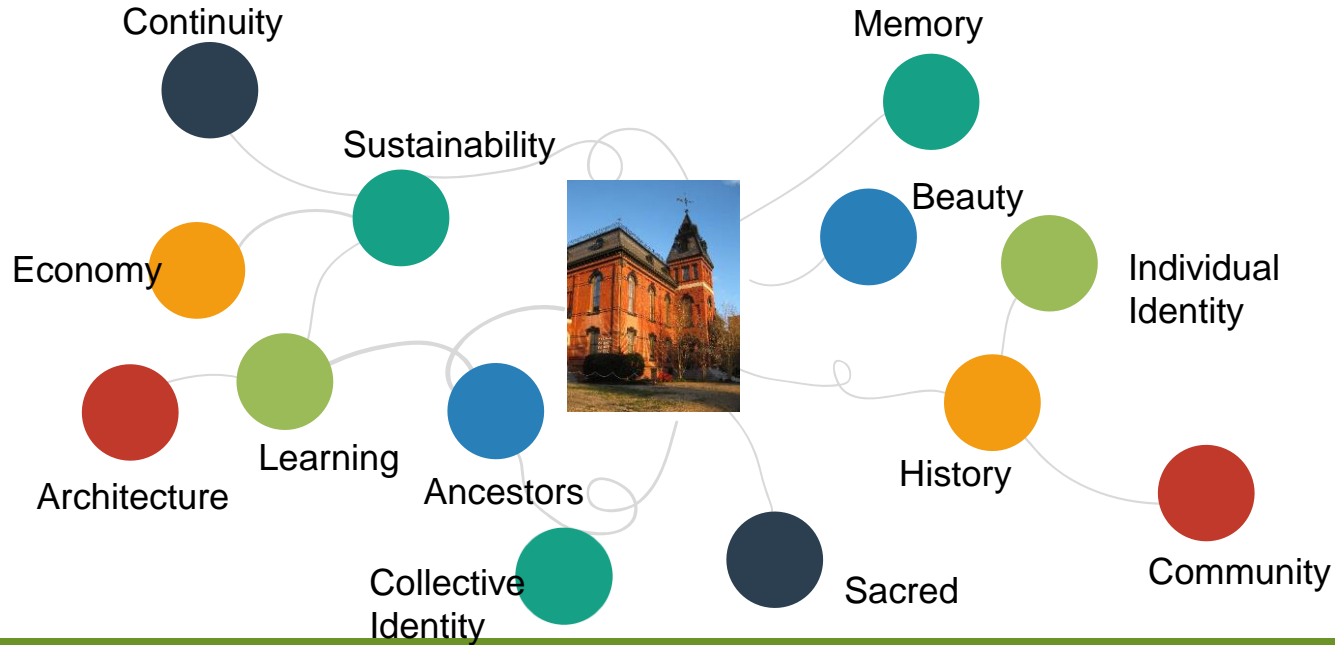
Sula School in Montana | Credit: Carroll Van West

They like ancient troglodytic hotels (Matera, Italy), and Greek Revival houses (Athens, Ga.). They like adobe houses in New Mexico, farmhouses in Ohio, and townhouses in Philadelphia.

Why? Why do people like old places? And why do old places matter to people? Do old places make people's lives better, and if so, how?

This series of essays will explore the reasons that old places are good for people. It begins with what I consider the main reason—that old places are important for people to define who they are through memory, continuity, and identity—that “sense of orientation” referred to in *With Heritage So Rich*.

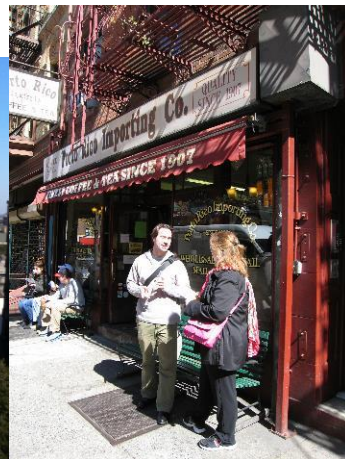
# “Why do Old Places Matter?”



## *Community, Economics, and Creativity*



# Community











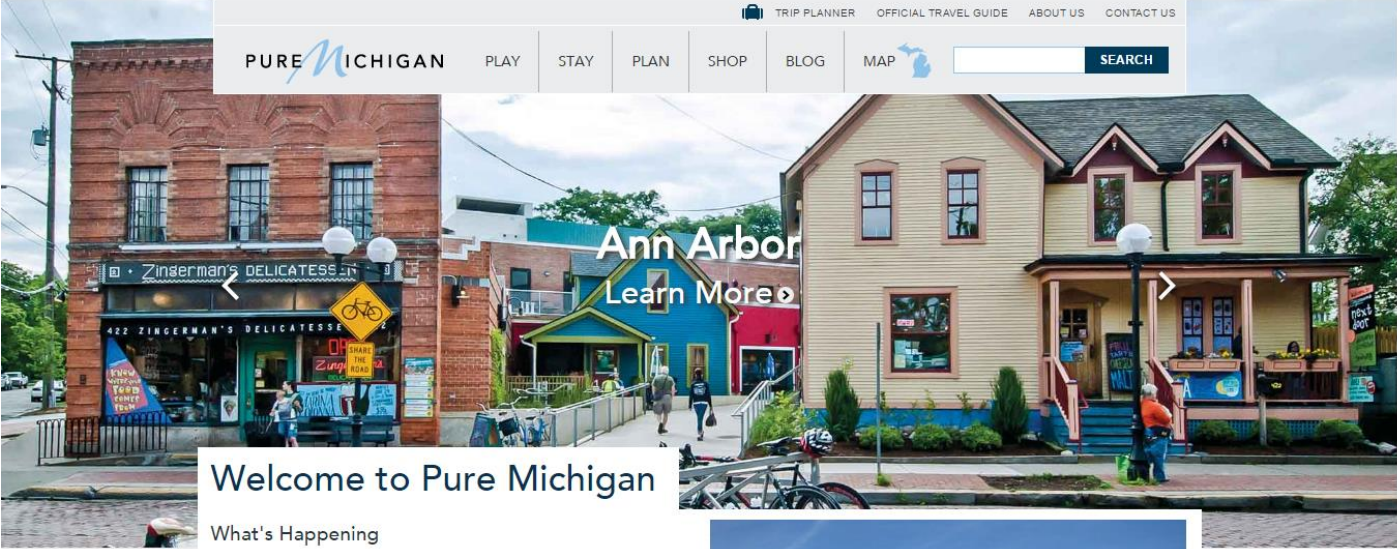
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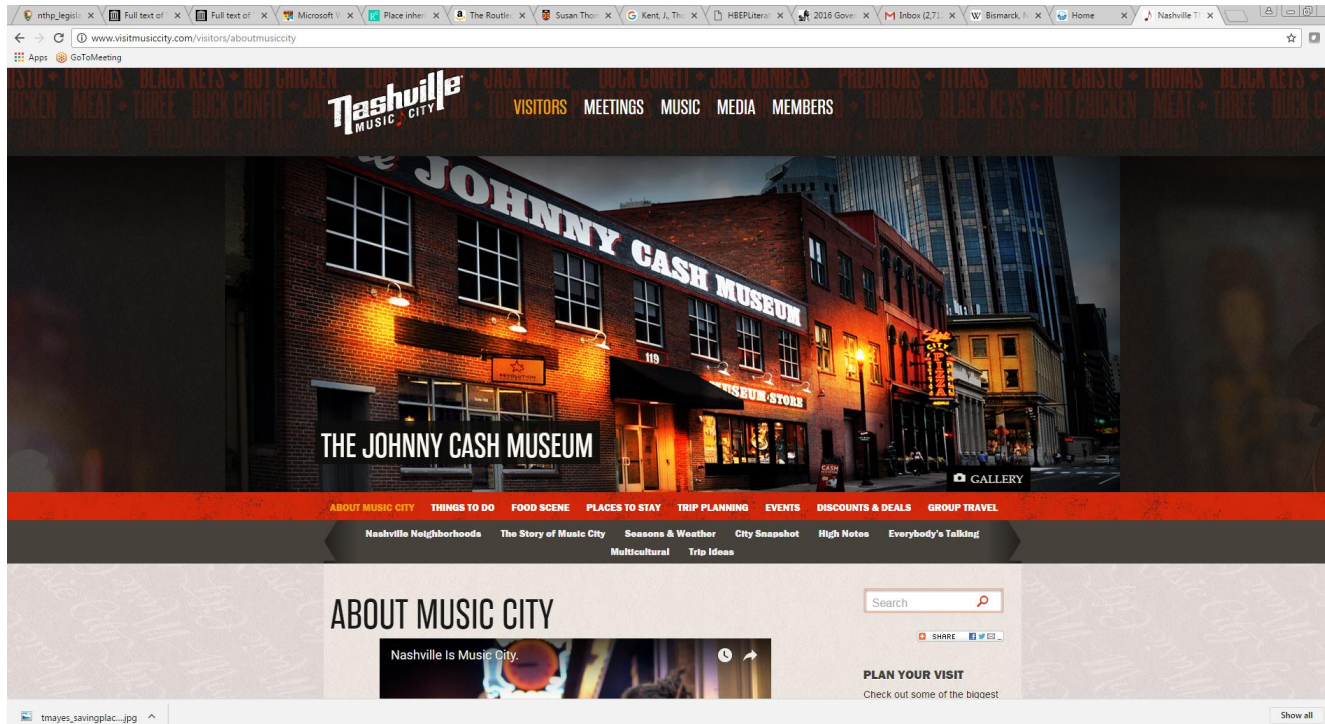
## Welcome to Pure Michigan

### What's Happening

- Experience Dutch Tradition at Tulip Time Festival, May 7 - 14, 2016.
- An interview with The Voice of Pure Michigan, Tim Allen.
- Check out Detroit's Comeback Story
- Pure Michigan Reviews & True Routes Driving Guide



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Michigan's Official Travel | Birkdale Village | Shopping | birkdalevillage.net

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**Birkdale VILLAGE**

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Birkdale Village provides a complete one-stop shopping experience in an inviting atmosphere on a main street setting. It has the perfect combination of retail, office and residential units. The center has two main entrances, over 60 retail shops, 10 restaurants, service providers, a 16 screen theater and a one-of-a-kind interactive fountain. It offers an excellent merchant mix that includes national tenants such as: Dick's Sporting Goods, Total Wine & More, Victoria's Secret, Barnes & Noble, Bath & Body Works, among others.

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# Economics





# Heritage Tourism

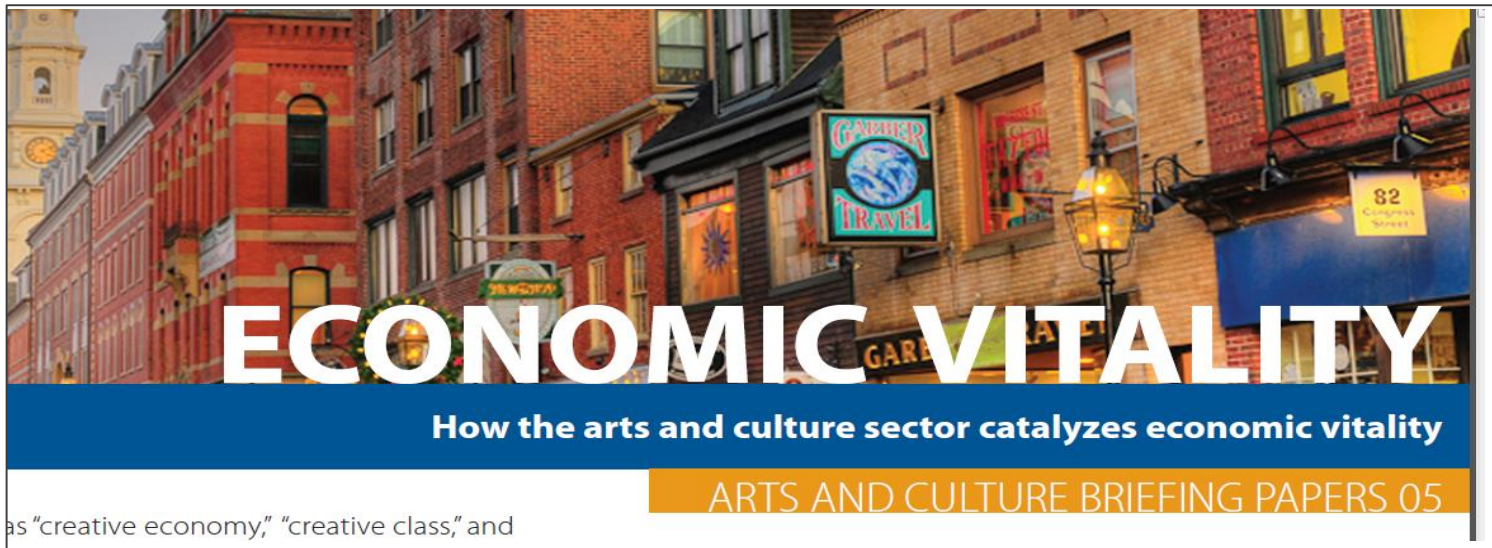


# Attracting talent and investment



# Business incubation







# *Creativity*





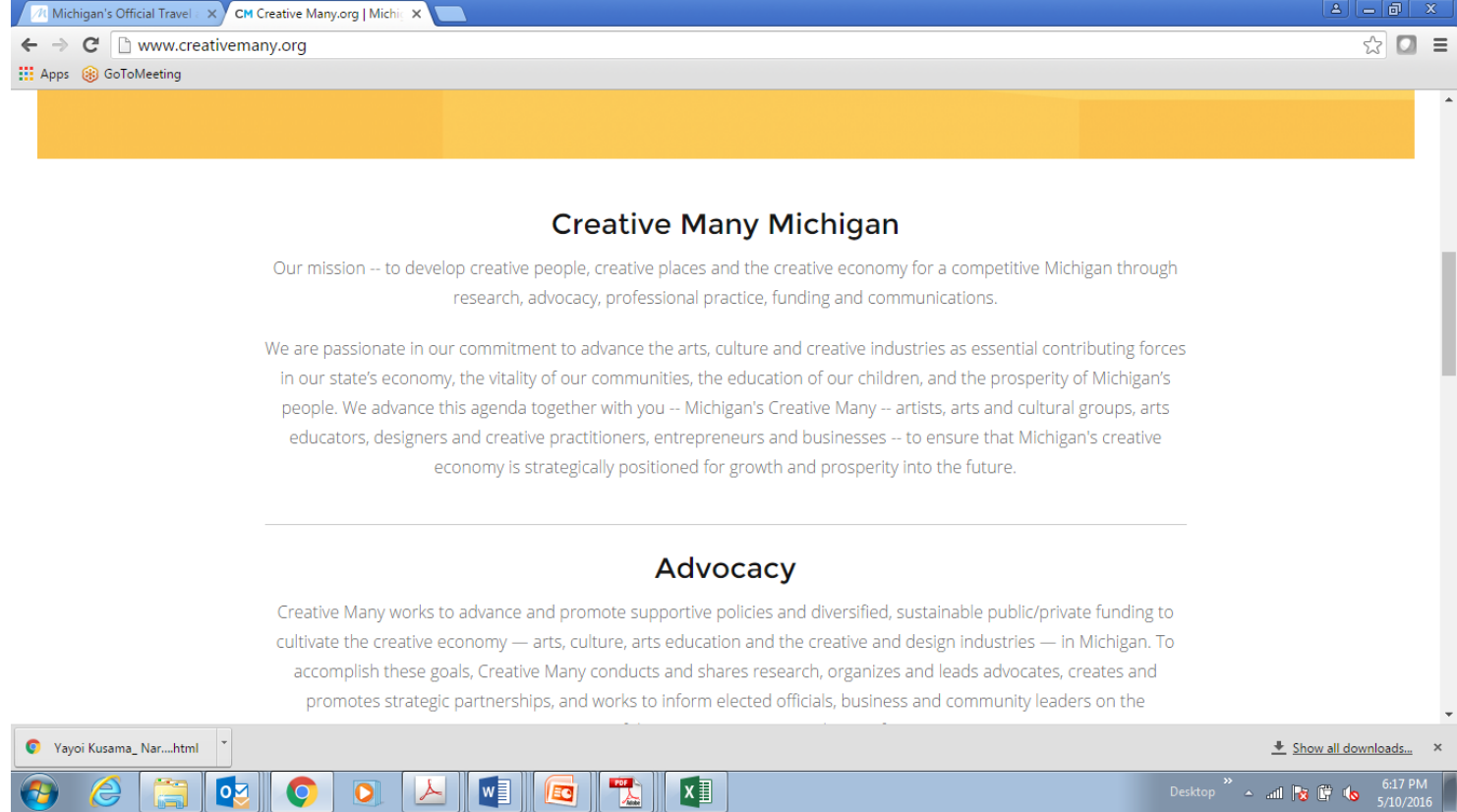


















# Music Row Investment Trust

Support a variety of activities and programs to help Music Row's music-related businesses stay competitive and to maintain the character of the district.



# Community land trusts as a model

- Currently in every region of the country
- Designed to maintain & expand affordable housing stock
- Non-profit, community-based trust designed to own land & lease it to those who live in buildings built on that land



Community Land Trusts (CLTs) are non-profit organizations that treat land as a public good



# New Columbia Community Land Trust, Inc.

- Washington, DC



- Community-based, land acquisition group
- Helps tenants exercise “first-right-to-purchase” when landlords put multi-family building up for sale
- Assists with financial packaging, construction monitoring, financing & closeout



# Burlington Community Land Trust

- Burlington, VT

**Burlington CLT**

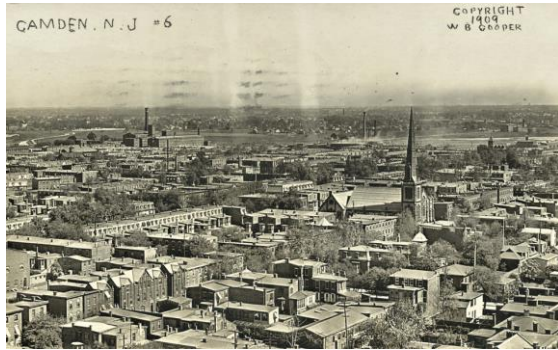
- **Land** is owned by the NGO, a community-controlled nonprofit corporation.
- **Housing** is owned by individuals.
- **Permanent controls** over the current use and future price of the house:
  - To preserve affordability
  - To promote sound maintenance
  - To prevent foreclosures



- City government support
- Affordability protections apply to current & future residents
- Mix includes 500 units of housing, including single-family homes, housing cooperatives, condominiums, and rental options

# North Camden Land Trust

- North Camden, NJ



- Neighborhood board acquires, raises funds, and renovates vacant & abandoned properties
- 68 existing structures converted to 103 single homes & apartments
- Includes building new homes as part of the limited equity cooperative

# Establish a Music Row Historic and Cultural Preservation Fund

Public-private funding for projects that preserve the area's character and encourage music businesses to stay on Music Row. Projects could include:

- Preservation demonstration projects
- Easements, Local Landmarks, National Register listings
- Cultural Legacy Fund for music businesses

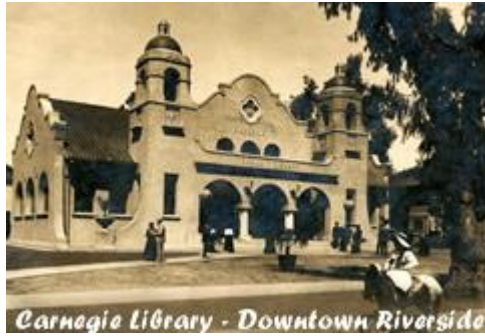
# Phoenix Demonstration Pilot Program (Phoenix, AZ)



- Encourages rehab & reuse of significant historic commercial, multi-family or institutional buildings
- Pays up to 50% of eligible rehab costs
- Owners execute conservation easement



# Historic Preservation Investment Fund (Riverside, CA)



- \$650K earmarked by city for bricks and mortar grants
- Lower property taxes for residential & commercial properties in exchange for historic rehab contract with the city
- 1-to-1 match

# San Francisco Legacy Business Registry & Historic Preservation Fund



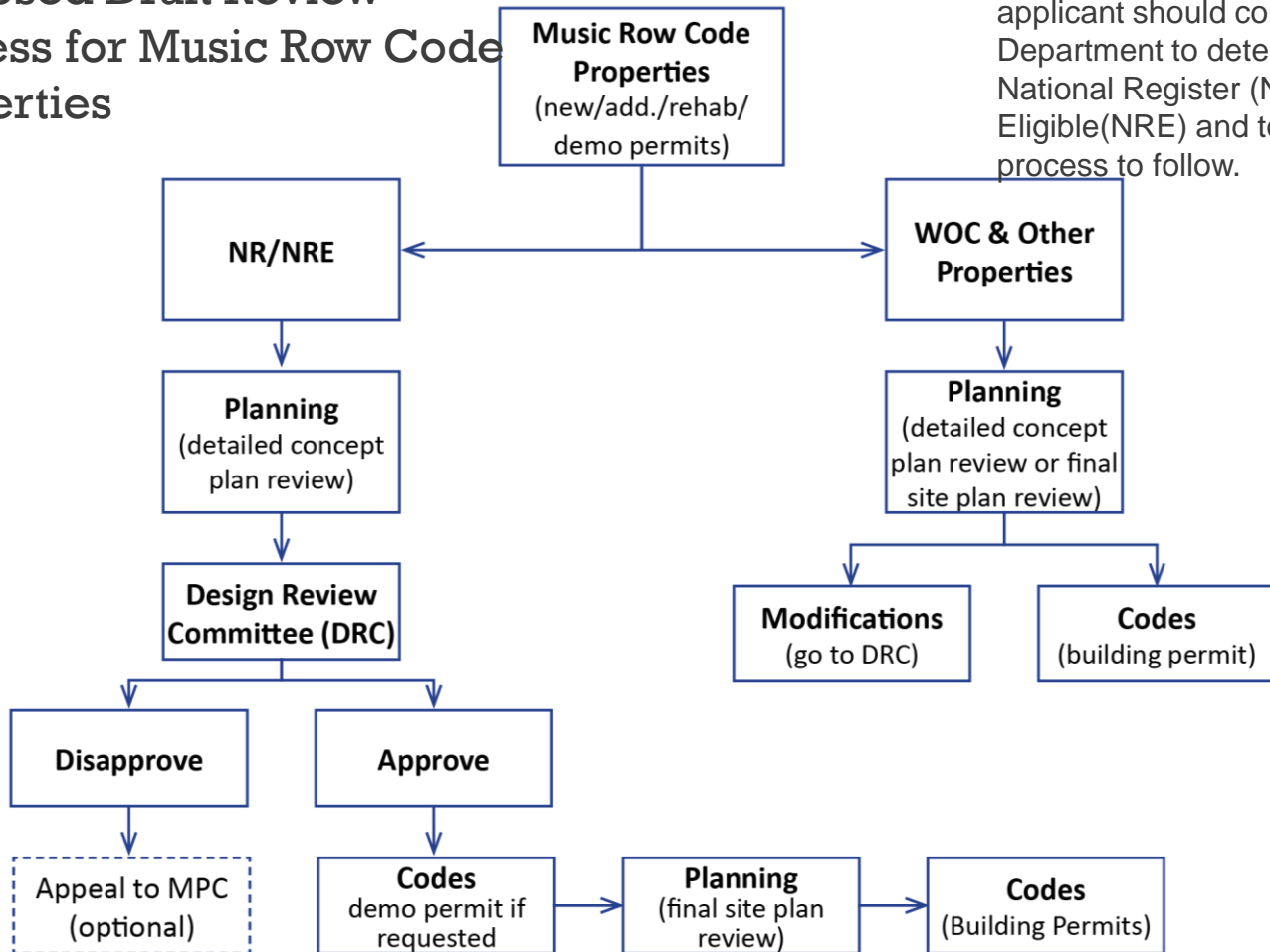
- Open to buildings > 30 years old
- Owners must agree to maintain historic name & craft of their business
- \$3M grant fund established; \$500 per employee grant to owners & \$4.50 per square foot grant to owners who extend 10-year leases to legacy business tenants

# Music Row Code

A potential tool for implementing the Music Row Detailed Design Plan:

- Assist in preservation of NR/NRE structures and provide more oversight to redevelopment.
- Review process would apply to new construction, additions, rehabs and/or demolition.

# Proposed Draft Review Process for Music Row Code Properties



Prior to submitting drawings or an application, an applicant should contact the Planning Department to determine if the property is National Register (NR)/ National Register Eligible(NRE) and to be directed on which process to follow.

\*Note: Any NR/NRE building shall be documented per MHC prior to demo. If demolition of an NR/NRE property occurs prior to concept plan approval the applicant must wait one year from the demo date before beginning the review process.



# Possible representation on DRC

- Metro Historical Commission appointee
- MRNA
- Historic Nashville, Inc.
- MDHA (non voting)
- Music industry
- Vanderbilt University
- Belmont University
- Music City Music Council
- Edgehill Neighborhood
- South Music Row property owner (overlay district)
- Metro Council
- Planning Commission appointee
- Others?

# Neighborhood Character & Cultural Districts

- **Conservation districts** are zones created by neighborhoods to identify what the community values & wants to save
- Restrictions apply generally only if an owner seeks to demolish an existing building, construct a new building, move a building, or add to a building if it increases height or habitable space
- **Cultural districts** recognize the cultural heritage of neighborhoods, including historic structures, but also focus on incentivizing existing culture and use
- They tend to be incentive-based, as opposed to traditional forms of historic preservation regulation, but also provide a new, additional tool.

# Neighborhood Conservation District

- Raleigh, NC



- Focuses on what the neighborhood values in existing environment, such as key exterior & landscape features, lot size, setbacks, height
- Less restrictive regulation reduces conflicts between new construction & existing development
- Encourages compatible infill

# Cultural Districts Program

- State of Texas



- Special zones that foster economic development and revitalization of communities with distinctive identities
- Preservation tax credits for structural & façade improvements and encouragement for artist live/work spaces
- Promoted as heritage tourism



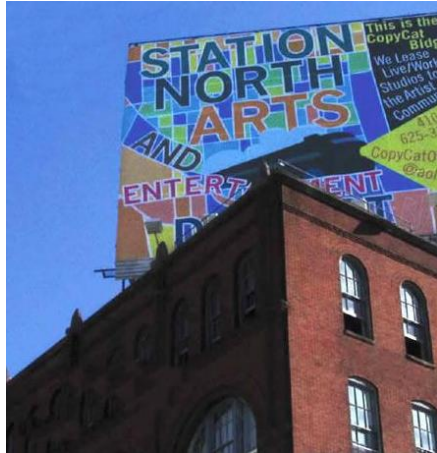
# Developing Financial Incentives



Use existing incentives and create new incentives to encourage retention, growth and development on Music Row.

- PILOTS
- Local sales tax waivers
- Federal rehab tax credits
- Potential – state rehab tax credits

# Baltimore Arts & Entertainment Districts



- Artists who create work within the district receive certain income tax breaks
- Developers who renovate or build spaces for artists' use can be exempt from paying certain property taxes on value of renovations for up to 10 years
- Arts enterprises that locate here are exempt from Admissions & Amusement tax

# Cultural Products Districts

- New Orleans, LA



- Goal is to contribute to the economic livelihoods of citizens who live in historic areas and cultural hubs
- Renovations of older revenue-generating buildings eligible for state historic tax credits, income credits, and corporate franchise credits
- Sales of original visual art exempt from local & state sales tax

# Wrap Up and Next Steps

